Journal of Public Health and Environmental Research, 2(1):1–6, 2026. DOI: 10.58612/jpher211

Journal of Public Health and Environmental Research

ISSN (online): 3108-3196

Journal homepage: https://fpub.org/journal-details.php?journal-id=41

Research Article

A study to assess the effectiveness of teaching strategies on selfie addiction behavior among college students

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Article Info

Keywords: *Effectiveness, Teaching strategies, Selfie addiction, Behavior.*

Received: *2.03.2026;*
Accepted: *11.03.2026;*
Published: *16.03.2026*

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Abstract

A "selfie" is defined as a self-portrait photograph that a person has taken oneself, typically with a smartphone or webcam. A Study to assess the Effectiveness of teaching strategies on selfie addiction behavior among college students in selected arts and Science College in Dharmapuri district. The research design adopted for this study is pre-experimental, one group pre-test, post-test design, to measure the Effectiveness of teaching strategies on selfie addiction behavior among college students in selected arts and Science College. Griffith 'S Selfie Addiction Scale were elicited by using test retest method. The "r" value was computed by karls' person's correlation coefficient formula and it was found to be 0.95, which indicated that the tool was highly reliable.

Evaluation of structured teaching programme was done by conducting Post-test assessment was done for the same college students during the next visit on seventh day of intervention by using the same tool. The study participants were very cooperative.

Introduction

A "selfie" is defined as a self-portrait photograph that a person has taken oneself, typically with a smartphone or webcam and then shared via social media like WhatsApp, Facebook, twitter, etc.

The word 'selfie' was including in the Oxford English Dictionary in 2013, and it was clear that this photo trend was here to stay for a long time of course, people have been painting—and photographing— self-portraits for centuries, but the quick immediacy of a selfie has become ubiquitous with today's lifestyle. No one comes to know when does a fun photo become an obsession? Defined as an "obsessive taking of selfies," the concept of Selfitis first made the rounds online in 2014.

The earliest usage of selfie can be imitated as far back as 2002. It first appeared in an Australian internet forum– karlKruaze. The term selfie was discussed by photographer Tim Krause in 2005. In the year 2013, the word "Selfie" was included in the Oxford Dictionary and the frequency of use of the word increased over the year. "Selfie" was announced as being the "Word of the year" by the Oxford English Dictionary.

A self-portrait called "self-portrait in a convex mirror" was created by the Italian printer Parmigionian in 1524. Robert Cornelius, an American pioneer in photography, produced a self- portrait in 1839.

Statement of the problem

A Study to assess the Effectiveness of teaching strategies on selfie addiction behavior among college students in selected arts and Science College in Dharmapuri district.

How To Cite: M. Deepa. A study to assess the effectiveness of teaching strategies on selfie addiction behavior among college students. *Journal of Public Health and Environmental Research*, 2(1):1–6, 2026. https://doi.org/10.58612/jpher211

Objectives of the study

1. To assess the pre-test existing level of selfie addiction behavior among Arts and science College Students.
2. To evaluate the effectiveness of teaching strategies on selfie addiction behavior among Arts and science College Students
3. To assess the post-test level of selfie addiction behavior among Arts and science College Students.
4. To find out association between the post-tests score on level of selfie addiction behavior with selected demographic variables of Arts and science College Students.

Research Hypothesis

- **H1:** There will be significant at P $<$0.001 difference between pre- test level and post-test score regarding the level of selfie addiction.
- **H2:** There will be a significant association between post- test level of selfie addiction of Arts and science College Students and their selected socio demographic variables.

Operational definition

Assess

It refers to find out the knowledge regarding the impact of impact of Facebook addiction among Arts and science College Students as determine from the scores based on semi structured knowledge questionnaire.

Effectiveness

Refers to the outcome of teaching strategies on reducing the selfie addiction among Arts and science College Students.

Methodology

Methodology of research refers to investigation to obtain, organize and analyze data. Methodological studies address the development, validation and evaluation of research tool (or) methods [3].

This Article deals with the description of methodology and different steps, which were adopted for gathering and organizing data for the investigation, achievement of the aims and objectives of the present study.

Methodology for the present study deals with research approach, Research design, Variables under the study, Study setting, population, Sample and Sampling technique, Sample size, Selection and Development of the tool, Development of information educational technology, Validity of the tool, Reliability of the tool, Pilot study, Data collection procedure and Plan for data analysis.

"It is an applied form of research that involves finding out how well a programme, practice, procedure or policy working [3]."

The research approach used for this study was quantitative evaluative approach.

Research design

It states that research design is the overall plan for collecting and analyzing data, including specifications for enhancing the internal and external validity of the study. (Polit and Hungler, 2018)

The research design adopted for this study is pre- experimental, one group pre-test, post-test design, to measure the Effectiveness of teaching strategies on selfie addiction behavior among college students in selected arts and Science College.

Variable under study

- According to Polit and Beck, (2018) a variable is an attribute of a person or object that is, taken on different values.
- The present study was aimed at unraveling and understanding the effectiveness of intervention or treatment.

Independent variables

- Independent variable is a stimulus or activity that is manipulated or varied by the researcher to create an effect on dependent variable.
- The independent variable is also called a treatment or experimental variable [4].
- In the present study the independent variable was teaching strategies on selfie addiction behavior.

Dependent variables

- Dependent variable is the outcome or response due to the effect of the independent variable, which researcher wants to predict or explain [4].
- In the present study the dependent variable was level of selfie addiction behavior of Arts and science College Students.

Attributed variables

- Attributed variables are pre-existing characteristics of the study participants, which the researcher simply observes or measures to describe samples [3].
- Attributed or demographic variables are the characteristics of the subjects that are collected to describe the samples. Age in years, Religion Family type, Financial class, Residence of the Student, Year of Study, Do you have smart phone?

- Mobile device used, Social Network Account, Do you like to taking selfies? If yes, Number of selfies taken per day, Do you think taking selfies is good? Have you received any information about selfie addiction? Previous source of information regarding Selfie addiction.

Study setting

The study was conducted in, Pachamuthu College arts and science, Dharmapuri district, Tamil Nadu. This area is situated approximately 22 kms away from the college, and has an Arts and Science college student's population approximately 1500 among those 600 girls was Arts and science college student's population.

Population

The population for the present study was the college students.

Target population

The target population for the study comprised of arts and science college students.

Accessible population

The accessible population of the study was comprised of Arts and science college students who are studying B.A English in Pachamuthu College and who were present at the time of data collection.

Sample

Sample of the studies was Arts and Science college students' girls who are studying in B.A English in Pachamuthu College Arts and science, Dharmapuri.

Sample size

The sample for the present study comprised of 60 students who are studying B.A English in Pachamathu college arts and science, Dharmapuri District.

Sample technique

Purposive sampling technique was used for the present study.

Inclusion criteria: College students

- Those who are from age group of 18 to 21 years
- Who are studying B.A English in I, II, III Years in selected College
- Sex: Both male and female

Exclusion criteria: College Students

- With co morbid illness
- Who have any psychiatric problems or sensory impairment.

Description of the tool

PART- I -Socio Demographic Variables: Demographic variables are the characteristics of the subjects consist of 15 items that are collected to describe the samples. Age in years, Religion Family type, Financial class Residence of the Student, Year of Study, Do you have smart phone? Mobile device used, Social Network Account, Do you like to taking selfies? If yes, Number of selfies taken per day? Do you think taking selfies is good? Have you received any information about selfie addiction? Previous source of information regarding Selfie addiction.

PART-II Griffith 'S Selfie Addiction Scale: It has six dimensions. The dimensions consisted of 20 items: environmental enhancement (four items), social competition (four items), attention seeking (three items), mood modification (three items), self-confidence (three items), and subjective conformity (three items).

The scale items were prepared with the Likert method and included the following choices:

1. Strongly dis-agree
2. Disagree
3. Undecided
4. Agree and
5. Strongly agree

There was no cut-off point for the scale. The scores obtained from the scale show that the selfitis disease increases as they approach 5 and decreases as they approach 1.

Scoring Procedure

1. Strongly dis-agree
2. Disagree
3. Undecided
4. Agree and
5. Strongly agree

Scoring interpretation

S.NO.	LEVEL OF SELFIE ADDICTION	SCORES
1.	No Selfie Addiction	0-19
2.	Low Selfie Addiction	20-39
3.	Moderate Selfie Addiction	40-59
4.	High Selfie Addiction	>100

PART-III: Teaching Strategies on selfie Addiction behavior: Teaching strategies are phased out in various stages, and a snapshot of the intervention is shown in the table below.

Steps of intervention	Day of intervention	No of Activities	Method	Duration of intervention
Step I				
Icebreaking	Day 1	2	Group	30 Minutes
Group Discussion	Day 1	1	Group	20 Minutes
Meditation	Day 1	1	Group	30 Minutes
Step II				
Commitment and strengthening	Day 2	1	Group	30 Minutes
Who am I ?	Day 2	2	Group	20 Minutes
Teaching Strategies	Day 3	5	Group	45 Minutes
Step III				
hline Roleplay and Reflection	Day 4	3	Group	45 Minutes
Step IV				
Motivation to do alternative activities	Day 5	1	Group	40 Minutes
Behaviour Modification	Day 5	1	Group	30 Minutes
Feedback Session Modification	Day 5	1	Group	30 Minutes
Step V				
Reinforcement-Repeat Session	1^{st} month, 2^{nd} month	1	Group	20 Minutes

Instructions for Deep Breathing Exercise

- Sit up straight.
- Inhale deeply, relaxing the belly muscles as though the belly is filling with air.
- Continue inhaling to fill the middle of your chest, allowing your chest and rib cage to expand.
- Hold your breath briefly, and then begin to exhale as slowly as possible.
- As you exhale, relax your chest and rib cage, and pull your belly in to expel the Remaining air.
- Close your eyes and concentrate on your breathing. Relax your face and mind.
- Let go of all tension.
- Practice this exercise for about 5 minutes.
- Post-Meditation Activities.
- After the meditation, participants were asked to share their experiences regarding the behavioural impact of ‘selfie Addiction behavior. This included a group discussion that concluded with a group learning session. These activities were conducted over the first four weeks of the study

Validity and reliability of the tool

Content Validity

The content validity of the tool was established by experts comprised of nursing and medical experts. The experts were requested to give their opinion and suggestion regarding the relevance of the tool for further modification to improve the clarity and content of the items and modification was done accordingly. The tool was finalized by the investigator.

Reliability

The reliability of Griffith 'S Selfie Addiction Scale were elicited by using test retest method. The "r" value was computed by Karl's person's correlation coefficient formula and it was found to be 0.95, which indicated that the tool was highly reliable.

Pilot study

According to Polit and Hungler, (2018) "A pilot study is small scale version done in preparation for a main study."

After obtaining permission from the concerned authority the pilot study was conducted in the month of March 2025 at Pachamthu College, Dharmapuri district. A total of 10 college students were selected for the study by using random sampling technique and pre-test was conducted by using Selfie Addiction Scale. Post-test was conducted after seven days of the administration of the educational activities. The post-test mean knowledge score were higher than the pre-test means knowledge scores. The results of the data revealed that the tool was feasible to conduct the study. The Pilot study sample was excluded for the main study.

Data collection procedure

Ethical consideration

Prior to the collection of data, written permission was obtained from the principal of Pachamuthu College, Dharmapuri district. The investigator utilized the simple random sampling technique to select the 60 study respondents. Investigator personally visited each respondent, introduced herself to the college students and explained the purpose of the study and ascertained the willingness of the participants, the respondents were assured anonymity and confidentiality of the information provided by them.

Period of data collection

The data was collected from 60 college students in Pachamuthu College, Dharmapuri district from 01/7/2025 to 1/8/2025.

Pre-intervention stage: Pre-test

The investigator surveyed the college students in B.A English department in the selected college and found the people between the age group of 18-21 years. After surveyed, the investigator used Probability of random sampling technique of lottery method to select study sample of 60 college students from selected college, Researcher introduced herself to the college students and explained the purpose and method of study to all selected students and informed consent was obtained from them. The investigator establishes good rapport with the students. Every student assured that the collected data from them will be utilized only for the purpose of the study and will be kept as confidential.

Pre-test was conducted for the selected college students by administering Griffith 'S Selfie Addiction Scale to assess the level of selfie addiction. The data collected from 4-5 college students per day for the period of one month. Each participant took 45 minutes to fill the questionnaire.

Intervention stage: Administration of structured teaching programme

After the pre-test, the structured teaching programme regarding selfie addiction behavior was administered to the group's samples consist of 3-5 of college students through Power point presentation by lecturing and discussing the content on Selfie Addiction behavior for the period of 25 to 30 minutes. The participants were exhilarated and interested during the session. The participants were given time to ask queries after the instruction.

Post Intervention stage: Post-test

Evaluation of structured teaching programme was done by conducting post-test, Post-test assessment was done for the same college students during the next visit on seventh day of intervention by using the same tool. The study participants were very cooperative.

Plan for Data Analysis

The data analysis was done by using descriptive and inferential statistics. The plan for data analysis was as follow:

S.No	Data Analysis	Statistical test	Objectives
1	Descriptive statistics	Frequency / Percentage, mean Standard Deviation	Frequency and Percentage distribution of Socio Demographic Variables, level of selfie addiction, behavior among study group.
2	Inferential statistics	Paired ”t” test	Comparison of Pre-test and Post-test Selfie addiction behavior, regarding Impact of Selfie addiction Arts and Science College Student’s
		Chi-square test	Association of selected Socio-Demographic Variables with Post-test Level of selfie addiction Regarding among Arts and Science College Student’s

Summary

This Article consists of research approach, Research design, Variables under the study, Study setting, population, Sample and Sampling technique, Sample size, Selection and Development of the tool, Development of information educational technology, Validity of the tool, Reliability of the tool, Pilot study, Data collection procedure and Plan for data analysis.

Recommendation

Based on the research findings the recommendations are as follows

1. A descriptive study to assess the effect of Selfitis on the self-esteem of adolescent children
2. A study to assess the relationship between mental health and level of Selfitis.
3. A study to assess the knowledge of nursing students regarding Selfitis.
4. A study to assess the impact of the number of likes on psychological well-being of students.
5. A comparative study to assess the level of Selfitis among females and males.
6. A co-relational study to assess narcissistic features, self-esteem and Selfitis among females.

Article Information

Disclaimer (Artificial Intelligence): The author(s) hereby declare that NO generative AI technologies such as Large Language Models (ChatGPT, COPILOT, etc.), and text-to-image generators have been used during writing or editing of manuscripts.

Competing Interests: Authors have declared that no competing interests exist.

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